

August 18th, 2000

Dear Ms. Hayes,

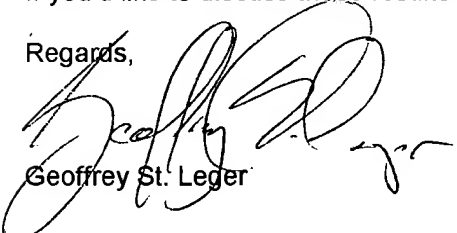
Attached please find the results of your search request on a system for "merchandising using consumer information from surveys." I split up the search into two concepts, as you had asked, the first focusing on examples of incentive-based survey programs where rewards are given for taking the second or follow-up survey. The second part consisted of rewards programs that provided a consumer with some sort of id card or token which could be redeemed at a store for a coupon or other prize.

Part 1 yielded numerous references to programs that provided awards for completing surveys. The best one I found was the American Consumer Opinion Panel (1987) which states in its literature that it provides incentives, such as cash, for taking surveys. Also, it mentions it gives consumers follow-up surveys. While it doesn't state explicitly that a prize is given for the second survey, it's pretty much implied. The remaining art in this area included companies like iThink and TestNow that have existed before the priority date, as well as others who make up this large market, along with other related material.

Part 2 yielded mostly programs involving the use or issuing of an id card to a consumer as a "thank you" for being such a good customer. These cards generally followed the same idea where a consumer would swipe them through a terminal and receives prizes for doing so. Companies offering these programs included The Plaza Players Club, Loews Giorgi and Hilton Hotels.

If you'd like to discuss these results or request a refocused search, please call me at 308-7800.

Regards,


Geoffrey St. Leger